

Conservation Counts

CONSERVATION IMPROVEMENT PROGRAM NEWSLETTER
Fall 2017



Meet the Team



“Everybody is on a budget, and price is always a concern, I can show them ‘If we choose this product, you can get \$200 back,’ or ‘If we combine these products, you can get \$350 back.’ After the rebates, customers might wind up paying just a small amount more for an energy-efficient furnace or heat pump than for an inefficient one—soon choosing a better product begins to make the most sense to the homeowner.”

— **Mitch Minardi**, Brent’s Heating and Cooling, Cloquet, Minn.

To our Customers



“We were going to put in a new furnace anyway, but the features and rebates made it easier to choose a higher end system.”

— **Frank Milder**, homeowner and Minnesota Power customer

Upcoming Events

Senior Expo

October 18, 2017 | DECC
Duluth, MN

Energy Awareness Expo

October 24, 2017 | Salvation Army
Duluth, MN

Fall HVAC Promotion Sets the Stage for Energy Savings



Rebates and incentives from Minnesota Power definitely helped set the stage for Frank Milder and his wife Cheryl Kramer-Milder, to purchase an energy-efficient heating, ventilation and air conditioning (HVAC) system for their Cloquet, Minn., home. Well-known in their community for founding the County Seat Theater back in 1987, Cheryl will retire this winter after 30 years as its artistic director. Frank recently retired as well, wrapping up a 36-year career in the natural gas/pipeline industry. Clearly, performance matters for this couple—and having an informed HVAC contractor who could show them immediate cash-back incentives combined with long-term energy and cost savings sealed the deal.

“The house was about 18 years old, and the furnace had started acting up a little,” said Frank, who contacted Mitch Minardi of Brent’s Heating & Cooling, of Carlton, Minn., to service the furnace. Shortly thereafter, he learned the contractor was offering a special

Arrowhead Home and Builder Show promotion and decided it was time to replace the failing unit. “We thought we should get something new and improved for reliability.”

Brent’s Heating & Cooling has built its business on delivering reliable, energy-efficient HVAC systems that meet the needs of customers. It is one of the top performers in Minnesota Power’s network of contractors qualified to participate in the utility’s HVAC rebate programs. Minardi visited with the couple about their options and pointed out rebates that could bring down the cost of purchasing an energy-saving unit. They selected an energy-efficient furnace with an electronically commutated motor (ECM) and central air conditioning system that qualified for a \$375 combo rebate from Minnesota Power and additional rebates from their natural gas provider.

Residential

ENERGY PROGRAMS

HVAC Rebates



Rake in the savings on heat pumps

September 1–November 15, 2017

Increased rebates on heat pumps available for a limited time.

Learn more and find out which option is right for you at mnpower.com/fallrebates or call 218-355-2843.

Business

ENERGY PROGRAMS

WESCO event draws a wide variety of building professionals



Members of Minnesota Power's CIP team staffed an energy conservation and energy-efficient technologies themed booth at the WESCO Product and Technology Expo in August. Over 200 electricians, contractors, and facility managers attended this worthwhile and exciting event. CIP team members found the conversations with attendees and fellow exhibitors to be both informational and engaging, and look forward to following leads and potential projects from the event. This event was held at Wade Stadium prior to the Huskies baseball game and afterward all participants were treated to tickets and refreshments for the game.

Community

ENERGY PROGRAMS

Check out MyAccount!



The highly anticipated Customer Self-Service web portal, "MyAccount," is live for Minnesota Power and Superior Water, Light and Power customers.

Customers who use the MyAccount portal can:

- View current balance due
- Check billing and payment history
- Pay bills electronically
- View and update bill delivery options
- View and download energy usage
- Find forms, settings and other payment options
- Set energy markers and energy-saving goals

Check it out and register at mnpower.com/MyAccount

Additional Information

Interested in learning more about our Power of One® energy conservation programs? Visit www.mnpower.com/powerofone to find resources, rebates, tools and much more!

Questions?

Residential: 218-355-2843 | Business: 218-355-2909
powerofone@mnpower.com

